



## 2015 Annual Conference

**September 15-17, 2015**

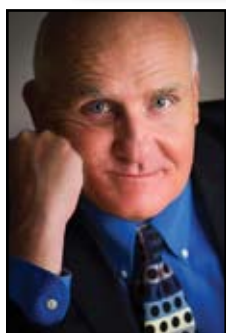
South Seas Resort *Captiva Island*



**Early Bird Rate Ends July 31!**

**Register Now**  
**\$300 Per Person**

**Reserve a Room**  
**\$144 Plus Tax**



**Mick Fleming**



**Shari Pash**



**Cindy Moran**



**Mark Wilson**



**Yvonne Fry**



**Debbie Lundberg**

### **Horizon Initiative: Chambers 2025**

How will your chamber adapt to the *Eight Influences Shaping the Next Decade for Chambers of Commerce?*

### **"Top 10" for Membership Growth**

Multi tasking and juggling priorities is a way of life in your chamber. How do you simplify steps for signing new members and strengthening retention?

### **Your Chamber's Relevant Value Proposition**

Are you delivering a value proposition that is relevant to all of your member types?

### **How to Attract, Hire and Retain the Best People**

Learn how high performing companies are using cutting edge behavioral analytics, along with effective interviewing techniques, to build teams of winners.

### **The State of Business**

What issues are impacting the businesses that we serve as well as those that we are trying to recruit and what can we do on their behalf to ensure success?

### **Leading Confidently With and Through Change**

"The only thing constant is change"... so what are we going to do about this world of change? Own it!

**Watch for additional session topics coming soon!**



After a day of informative sessions, attendees will enjoy a sunset cruise reception aboard **The Lady Chadwick!**

# Application Deadlines are 2 weeks away!



**Deadline: August 1**

**APPLY**



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**APPLY**



**Deadline: August 1**

**APPLY**

Public Relations Programs  
Membership Communications/Marketing Materials  
CVB Communications/Marketing Materials  
Audio/Visual/Online Communications

## Congratulations Are In Order.... Proposed Board Of Directors' Slate Announced

At their June 9, 2015 meeting, the FACP Board of Directors approved the following slate as presented by the Nominating Committee:

### **Treasurer**

**Tom Morrisette**, Central Pinellas Chamber

### **Chair-Elect**

**Nancy Keefer**, Daytona Regional Chamber

### **3-year Terms**

**Jesse Walters**, Miami Shores Chamber

**John Cox**, Naples Chamber

**Beth Mitchell**, Sebastian River Area Chamber

**Elizabeth Spies**, Destin Area Chamber

**Kelly Flannery**, South Tampa Chamber

**John Newstreet**, Kissimmee/Osceola Chamber

**Ted Everett**, Washington County Chamber

### **Chair-Appointed 1-year Terms**

**Rebecca DeLorenzo**, Flagler County Chamber

**Donna Germain**, Chamber of Cape Coral

**Katie Worthington**, Greater Winter Haven Chamber

Please join us at the Annual Conference where Chairman **Bob Rohrlack**, Tampa Chamber, will pass the gavel to Incoming Chairman **Stina D'Uva**, West Orange Chamber.

*Additional nominations shall be accepted from any member in good standing, with the consent of the nominee, and written support of nine (9) other members in good standing upon petition and in concurrence with other provisions of these Bylaws. Any nomination petition must be sent to the attention of the Nominating Committee at the FACP (FCCE) office and received no later than the last Board meeting of the fiscal year.*

## The accuracy of your chamber's information is very important to us!

We strive to keep our database up-to-date, but we need your help to ensure that we are hitting the mark.



Please take a moment to login to the "Members Only" page at [facponline.com](http://facponline.com) and verify that we have your current staff member list and contact information.

FACP Membership Renewal Invoices were sent earlier this month. If you did not receive your invoice, please let us know.

Have questions? Contact [director@facponline.com](mailto:director@facponline.com) or call 800-226-3269.



## "Let's Put Your City On The (Google) Map" July 22 at 2 p.m. (EST)

*presented by*



### **Steve Miller**

**Stephen John Photography, a  
Google Partner and Certified  
Trusted Photographer**

Join us to learn what Google can do for your city through their special program -- "**Let's Get Our Cities On the Map**" -- which is designed to help chambers of commerce to promote their cities and local businesses. The program is a grassroots effort by Google to help spur local economies nationwide and give small businesses a boost through free websites, free SEO, SEM, analytics, trends and so much more. ***It's a great (and free) way for your chamber to provide added value to the businesses in your community!***

Steve Miller of Stephen John Photography has been a professional commercial photographer for over 28 years. His work can be seen with Chrysler, Gibson Guitars, Florsheim Shoes, Pollo Tropical, Pinch A Penny, Pep Boys and many other companies. Five years ago, he was enlisted into the ranks of Google and was certified as a Google Trusted Business Photographer, allowing him to photograph businesses for Google, creating virtual tours and still photography of businesses to help increase their online presence. With the roll-out of "Let's Get Our Cities On The Map" with Google, Steve was again enlisted to help. Although all businesses large and small are allowed to take part in this free program, it truly is geared towards helping the small business grow and the medium business compete with the "big boys."

**Register Me**

Note:

This webinar will be conducted in a Google Hangout. Participants will need a gmail address



# Remember to Submit Your Service Awards

It's almost time to give the honors.....

Service Awards for chamber professionals celebrating monumental anniversaries (5, 10, 15, 20, 25, etc. years) in the chamber industry will be presented at the Annual Conference in Sanibel-Captiva.

Please submit recipient information -- including the professional's name and number of years in the industry -- to [director@facponline.com](mailto:director@facponline.com). Awards will be presented to those who are in attendance at the conference (see page 1 for additional conference information).



## When is a Prospect No Longer a Prospect?

By Shari Pash

How often do we hang on to a new member prospect longer than we should? Why do we do this? This is an important topic many chambers are asking themselves.

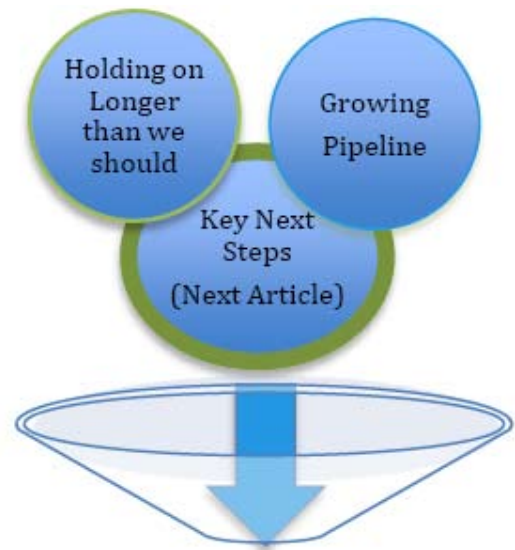
Researching this I have found the reason the majority hold onto prospects longer than they should is due to a sales pipeline that may be very active, but it's just too small. You're sure to put yourself in a bad spot and potentially "over-sell" a target if you're touching base with the same prospect every few days and thinking to yourself, "to meet my numbers this month I have to sign this prospect." So, rather than researching what else is out there we keep working them and following up, over-fishing a small pond, if you will, to the point of exhaustion.

What this tells us is that we have to build a stronger and larger pipeline. The reason some skip this step is because they get one or two leads and want to get right to selling and haven't taken the needed steps to do the research required to build a large pipeline of potential prospects.

Building your pipeline tips:

- Finding the right prospects –
  - o Define the DNA of a great prospect or member
  - o Look at your prospect list; is this who you are targeting?
- Always have your next 30, 50, or 100 prospects identified?
  - o Be sure to qualify and research them so they are ready to be recruited
  - o Keep an active relevant list
  - o How can your Membership Committee/ Ambassadors help?

### When is a Prospect No Longer a Prospect



Shari Pash is owner of **Strategic Solutions for Growth**, a Michigan-based consulting business located in Lansing, Michigan. She provides chamber membership recruitment and retention consulting, training, and coaching. Shari will be with us at the upcoming Annual Conference in September. You can learn more about Shari at [www.strategicsolutionsforgrowth.com](http://www.strategicsolutionsforgrowth.com) or by contacting her at: [shari@strategicsolutionsforgrowth.com](mailto:shari@strategicsolutionsforgrowth.com) (517) 285-7127





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## Available Jobs



Chamber	Open Position
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[Hobe Sound Chamber  
of Commerce](#)

[Bookkeeper](#)

[Apply](#)

[Citrus County Chamber  
of Commerce](#)

[Events Coordinator](#)

[Apply](#)



## Is Your Chamber Hiring?

Don't forget to post your available positions on the FACP website. The job posting service is free to FACP member chambers and the applications from potential employees are sent directly to your chamber and are confidential and seen only by your chamber.

[Post a Job](#)



## Apply Now: 1st Time Attendee Conference Scholarships!

If you are a first-time attendee and would like to apply for a scholarship to the 2015 Annual Conference, please click here to access the application.

Deadline to apply is August 14, so don't delay...apply today!

[Apply](#)

## Do You Need To Survey Your Members? Let FACP Help!



Have you been tasked by your Board of Directors to do a **membership survey** and to have it conducted by an independent third-party? If so, we can help!

Using template questions customized for your chamber's needs, FACP will build the survey and will send it to your members on your behalf (using an excel list provided by you). Data will be collected and given to your chamber upon the completion (and throughout) the survey period.

So, how much does this new service cost? In an effort to keep it affordable, FACP member chambers can take advantage of this service for \$200-\$300, depending upon the size of the chamber:

Less than 500 members: \$200  
501-999 members: \$250  
Over 1000 members: \$300

For more information, please contact:  
[director@facponline.com](mailto:director@facponline.com).



BECAUSE U R THE ONE WHOSE ANSWERS COUNT!

## **The Results Are In.... And Your Ideas are Welcomed!**

As an FACP member, every Thursday morning brings you another opportunity to share (and later gather) feedback on topics relating to chamber management and operations.

Surveys to date have included questions regarding the following topics:

- Leadership Programs (Parts I & II)
- Golf Tournaments
- Social Media
- Membership Directories
- Member Billing - Annual or Anniversary?
- Salary Percentages
- Membership Campaigns
- Membership Retention Figures
- Renewal Staff & Commissions
- Networking Events
- Board Structures
- Board Orientation and Job Descriptions
- Ribbon Cuttings
- Chamber Facilities
- Paid Holidays, Vacation & ETO
- President/CEO/Executive Director
- Website Directory Disclaimers
- Website Management
- Accounting Methods
- Young Professionals Groups
- Membership Dues
- Hob Nobs/Political Candidates
- Board Retreats
- Street and Fun Maps
- Staff Appreciation
- Criminal Background Checks for Staff/Volunteers
- Employee & CEO Evaluations
- Business Expos
- Employee Benefits
- and too many more to list here!

**Click here to view the results** of any of the Thursday Surveys.

Your ideas and suggestions for survey topics are welcome (and needed!). If you have a question or need information, chances are, one of your peers has the same question and would also benefit from the survey responses. Please **click here to submit suggestions**.



Florida Association of Chamber Professionals

**Bonita Springs  
Brandon  
Charlotte County  
Delray Beach  
Indian River  
Lakeland  
Manatee  
Melbourne Regional  
Miramar-Pembroke Pines  
Ocala-Marion  
Panama City Beach  
Pensacola  
Putnam County  
Greater Tampa  
Winter Haven**



Florida Association of Chamber Professionals

**Bay County  
Clay County  
Destin Area  
Flagler County  
Gainesville Area  
Hispanic/Metro Orlando  
Naples  
Saint Johns  
Sarasota  
Sebastian River  
South Lake  
Tampa Bay Beaches  
West Orange**



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of our Mission to  
Enhance Excellence in Chamber Management!**